A Division of AMERICAN INSTITUTE of CONSUMER OPINION, Incorporated

Home Testing Institute

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May 7, 1982

Ms. Jeanne Bonhomme
Philip Morris
100 Park Avenue
New York, NY 10017

Dear Jeanne:

This letter will update you regarding costs for Cigarette test 7504/7505 with telephone follow-up.

Home Testing Institute put the test into production assuming the same cost structure as the telephone tests we usually field and process for Philip Morris. This test, however, takes longer to administer than the typical test because of additional open ended questions. Also because of these changes and additional banners it will also cost somewhat more to tabulate.

In total, the study will cost $16,175, or approximately $1,455 more than the standard-type test.

	"Standard" Test	"Cig Test" Test
Field and Tabulate	$9,700	$11,155
Product Placement	5,020	5,020

Jeanne, please let me know if you have any questions, or if I can be of help in any way.

Cordially,

Harry

Harry S. Wolf

HSW:ga
cc Judith Schwartz
Frances Loccisano

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Source: https://www.industrydocuments.ucsf.edu/docs/nkpj0004